



ADAMS
A Fresh Produce Distributor



WEEKLY NEWSLETTER AND COMMODITY REPORT

FEBRUARY 16th, 2010

CUSTOMER SPOTLIGHT

FLIP Burger Boutique



Flip Burger Boutique is the latest spot for modern and hip dining in the Birmingham market. The Summit location as well as the original location in Atlanta, GA are the brainchild of Richard Blais (Top Chef contestant) and business partners Ron Stewart and Barry Mills. Known for the slogan "Fine dining between two buns" all burgers have to be ground, but that doesn't mean they have to be beef. It can be another meat or it can be vegetable or it can be seafood. The other rule for this new hot spot is it has to be served on a bun.

The menu includes burger options most people have likely never experienced. There are a variety of beef burgers, like the A5, a grade A5 imported Japanese kobe burger with seared foie gras, truffle oil, bread and butter pickles and red wine syrup. If beef

isn't your meat of choice, you can choose from turkey, crab, tuna and even lamburgers. If carbs don't belong in your diet, any of the burgers can be served as a lettuce wrap.

Side items also go beyond the ordinary to include vodka-battered onion rings, tempura zucchini or butternut squash or veal sweetbread nuggets served with sweet and sour dipping sauce. Don't worry, the traditional hand-cut fries are available as well.



The creativity doesn't stop at burgers and sides though, as Flip is just as well known for their desserts – their liquid nitrogen milkshakes to be exact. Milkshake flavors range from nutella and burnt marshmallow to Krispy Kreme or Pumpkin Pie.

To find out more about Flip Burger Boutique, visit
www.flipburgerboutique.com

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WEATHER REPORT

The Yuma growing regions will have warmer temperatures throughout the week. Low 80s are expected throughout the week with evenings ranging from low to mid 50s. The rain has subsided and sunshine is in the forecasts throughout the week. The winds are expected to be light, anywhere from 6-10 mph.

The Florida weather pattern looks to be sporadic. Throughout this week, the growing regions will experience partly cloudy, breezy and sunny days at different times. There is a 20 percent chance of rain on Monday, but no rain is expected for the rest of the week. A low pressure system continues to push through Florida causing weather fluctuations daily. Low temperatures will range from the low to mid 50s.

The Santa Maria growing region will have temperatures in the low high 60s to low 70s. Patchy fog and cloudiness will be seen throughout the week. A twenty percent chance of rain is forecasted for Friday and throughout the weekend. In essence, temperatures look to be mild through at least the middle of this week.

****WHAT YOU SHOULD KNOW****

- **Bartlett Pears are finished for the season**
- **Strawberry supplies are limited**
- **Honeydew and cantaloupe supplies are limited**
- **Grape supplies are extremely limited**

MARKET REPORT

ITEMS TO WATCH -- MARKETS VOLATILE, PRICES UP

Apples	Avocado	Bell Pepper	Blackberries	Cantaloupe	Grapes	Honeydew	Lemons	Pears
		Squash	Stonefruit	Tomatoes	Watermelon			

ITEMS TO WATCH -- MARKETS GOING DOWN/STEADY

Asparagus	Blueberries	Broccoli	Carrots	Cauliflower	Celery	Cucumbers	Green Onions
Iceberg Lettuce	Leaf Lettuce	Oranges	Onions	Potatoes	Raspberries	Strawberries	

APPLES/PEARS

Reds, Gold's, and Granny-smith, along with most varietal apples, remain in short supply on smaller fruit. The mid to larger sizes are much more abundant in most varieties. The market will continue to increase gradually on the smaller fruit throughout the season. And unfortunately this will be a season-long problem. Each week the supplies will get lighter causing the market to get stronger, until new crop starts in late summer/early fall. Demand continues to be very strong on small fruit and will remain so in comparison to the available supply, while the demand for larger fruit is less. Deals remain in the larger sizes and quality is excellent on all varieties. Specialty apples including the Honey Crisp variety are still available and in adequate supply. D'Anjou pears are in excellent shape with good supplies in Washington. The varietal pear varieties including Bosc, Seckels, Concorde, Comice and Red Crimsons are available also. Please consider varieties other than red apples for your food service orders that require small fruit.

ASPARAGUS

The asparagus market is softer... Supplies are better on standard sizing, and jumbo production has increased from product coming out of Mexico. Peru still has supplies coming into the East and West Coast. Prices are lower on all sizes. The Quality of Mexican product continues to be good.



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AVOCADO

California growers will continue to slow their harvest to let fruit size up. The over all supplies remain good at this time. Demand is good.

- **Mexican Fruit:** Mexico still represents about 2/3 of the market at this time. They continue to have excellent quality.
- **California Fruit:** Shippers will remain with limited harvest over the next couple of weeks as they let the fruit size. Expect harvest to lag until March.
- **Chilean Fruit:** Chilean fruit arrivals will be fewer and fewer as we move toward March and the end of their season. Quality remains very good.

BELL PEPPERS

Eastern Bells:

Bell peppers supplies have tightened back up as growers continue to salvage what they can out of the freeze ravaged fields. Strong winds and cool weather have lead to an even tighter market and quality issues in the coming weeks.

BERRIES

- **Strawberries:** Strawberry supplies out of California are still limited the start of this week but should start to increase the middle of the week. Weather over the weekend was perfect, sunny high 70's. The next chance of rain is Saturday. Market is high but steady. Quality is improving each day. The main issue still showing up in the packs are 10% to 20% white shoulder. Florida supplies are still very limited this week. Market is firm with fair to good quality. Mexico supplies coming into Texas are also limited and quality is just fair. Market is active.
- **Raspberries:** Supplies are still limited with Driscoll being the main supplier. Quality is being reported as good. Market is firm but steady
- **Blackberries:** Blackberry supplies are still limited with fair quality and firm market.
- **Blueberries:** Supplies are still limited the start of this week. Market is steady. Quality is improving.

BROCCOLI

This market is flat. Supplies continue to be strong with most suppliers on bunched and crown product. Shippers are looking to move volume orders to begin this week and they have come out very aggressive on bunch and crown product. Supplies should be strong throughout the week. The quality is good, coming out of Santa Maria, Yuma, and Scottsdale. There is some product still being harvested in Salinas and loading is also occurring in Gilroy if desired. Gilroy production will continue through the month of March.

CARROTS

California carrots are coming out of Bakersfield for the next 3-4 weeks with good supplies. Yield and quality are good and there should not be any gaps for the next couple of months.

CAULIFLOWER

This commodity is stable. Some suppliers are indicating they will be lighter in supplies, especially on twelve counts. Brown and black spotting as well as discoloration continues to be an issue upon arrival and this will likely continue lightly throughout the week.

CELERY

This market is stable. Production continues to stronger on large sizing with most suppliers. There are a few shippers with product in Yuma, if Oxnard and Santa Maria are not desired. The best deal is on 24 count and deals can be made on volume orders. The quality continues to be good from all the growing regions.

CITRUS

- **Lemons:** Supplies are good on 115's and larger, with 165's and especially 200's becoming tight. Quality is very good.
- **Limes:** Rains in Mexico have lightened supplies this week, and are very tight. Sizes are peaking on 200's and 230's.
- **Oranges:** Demand remains steady. Crop continues to peak on fancy 72's, 56's and 88's. The supplies of choice grades remain tight.



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CUCUMBERS

Eastern Cucumbers: The off shore supplies will continue to steadily trickle in. A rising market in Nogales will keep the market strong. Quality is fair.

GRAPES

Red and green are extremely limited this week and next week as Chile is not sending as much fruit out as was expected. Good availability on the seeded Red Globe with excellent quality. Black seedless with good quality and supplies.

GREENONIONS

This market is stable as supplies have steadily increased out of Mexico. Demand has definitely fallen off. Pencil sizes continue to have the largest availability. The quality continues to be good with no significant problems to report. Processors continue to have only minimal problems with the raw product available.

LEAF LETTUCE

The leaf market is flat. Romaine and romaine hearts continue to show some blister and epidermal peel from the cold temperature experienced last month out of Yuma. Product is plentiful. Green and red leaf is also strong and deals can be made on all leaf items.

LETTUCE

The lettuce market is flat and some suppliers are starting the week with sharp, competitive pricing. There have been some isolated issues of pink ribbing and mechanical damage seen upon arrival. This is related to the past rains in the desert region. The weights continue to be reported at 45-48 pounds. Suppliers are expecting stronger production numbers this week in Yuma. Suppliers continue to push bin lettuce, and deals can be made.

MELONS

- **Cantaloupe:** Honduran fruit is limited and now selling out for the week by the end of day on Monday. Getting orders on the books early will help to insure availability. Small fruit seems to have better availability with 9's and larger now limited. Shipping points in Pompano Beach and Port Manatee, FL as well as Los Angeles, CA and Camden, NJ continue to receive fruit, but again sizes are mostly large. There are extremely limited supplies of Mexican cantaloupes crossing through the Nogales, AZ point of entry and quality is fair at best. Overall quality for the offshore fruit is still very good.
- **Honeydew:** Offshore fruit is still arriving into Florida, California and New Jersey with volume supplies mainly in 5's and 6's. The vessels late arrivals are hampering availability so getting orders on the books early is a must. All sizes are limited at the end of this week out of Florida and California. Good supplies of honeydew out of Mexico and the quality is good to fair.

ONIONS

Idaho/Oregon yellow onions are up along with demand. Mexico is short of whites so they are buying yellows to substitute. Asian demand is strong from Washington too so as we approach the end to the storage deal supplies will get much lighter. Quality is still very nice and sizing remains heavy to jumbos and larger. Mediums are still very short and they are also higher. Reds are up to because the Washington suppliers are running low. We recommend continuing to go heavier on reds as the market will only continue to rise until Mexican onions start to cross sometime around March 1st. The white onion market is still in a demand exceeds supplies situation as Mexican demand is strong and the market is up. White storage supplies are low and A few of the packers are done for the season so expect the high market to stay until Mexican volume improves.



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POTATOES

Idaho potatoes remain steady with light demand. Most shippers are still hungry for business and will deal on certain sizes/packs. They continue to peak between 70 and 90 counts. Most packers have finished with the Norkotahs variety so expect a smaller overall size profile on cartons. Burbanks and Westerns are the main varieties available right now and the quality is still good on both. Washington Norkotahs are going strong with good quality and availability but also light demand. Washington shippers are peaking on 60 counts and larger and that market is also steady. Wisconsin & Colorado shippers are packing Norkotahs and have a steady market with light demand. They are heavier to 70 & 80 count and the quality is good. Mount Vernon, Washington continues with excellent quality on reds and Yukon-gold's but the supplies are getting low. Some shippers are done with Yukon's. They are done with whites for the season. North Dakota has good supplies of red & yellow potatoes with few whites. Wisconsin is about done with both reds and yellows. California packers have good supplies of reds, whites, and yellows for the next two weeks but will then be done with their own product. Florida is just starting but supplies are light due to the freezes earlier this year.

SQUASH

Eastern Squash: Most Florida shippers are bringing squash in out of the West just to try to cover orders. Yellow squash continues to be extremely hard to come by and poor in quality. Strong winds throughout South and Central Florida will result in quality issues with their domestic supplies for several more weeks.

STONE FRUIT

Chilean peaches are a little more limited but there is product available. Demand still exceeds supply on the Nectarines. Both red and black Plums are limited but available.

TOMATOES

Eastern: Florida continues to be a non-factor in the tomato supply chain. There has been significant crop loss from the early freeze and supplies out of Florida will be down and won't rebound probably until spring. We can expect to see higher fob's probably up through the Spring accompanied with shortened supplies. Quality issues are appearing with some light spotting and some softer than normal fruit and shorter shelf life, but for the most part growers are doing a good job packing decent fruit.

WATERMELON

Limited supplies still on seeded watermelon with better supplies of seedless. Quality on the Mexican fruit is fair at best. The mini seedless are in better supply and quality is good.

VALUE ADDED

Things have not changed on the value-added items. Chopped romaine and romaine blended items continue to experience brown and red discoloration on finished product. Suppliers are working diligently to use the best raw material available for the processing facilities. The processed cauliflower has had a few issues on brown and black spotting. Again, processors are using the best product available.